



Campbellton East

5.1 Corridor Overview

Campbellton Road is an important east-west corridor in Southwest Atlanta connecting from the Oakland City MARTA station to Greenbriar Mall and I-285. The corridor runs along a well-established collection of neighborhoods and historically served as the community's primary business and commercial destination.

Significant Features

Fort McPherson is located on the eastern end of the corridor and while an important employment center, literally turns its back to Campbellton Road and the surrounding neighborhoods. Its closure and potential redevelopment represents a major opportunity for the revitalization of the corridor.

Campbellton Plaza Shopping Center, developed in the 1950s, is one of Atlanta's first commercial strip centers. It serves as the anchor of commercial development around the Delowe Drive intersection. While still an active retail center, this site represents a potential redevelopment opportunity based on its age and condition.

The **Adams Park Library** and the Southwest Atlanta YMCA, located across the street from each other, are important and active community resources. The YMCA is currently undergoing a significant renovation and expansion.

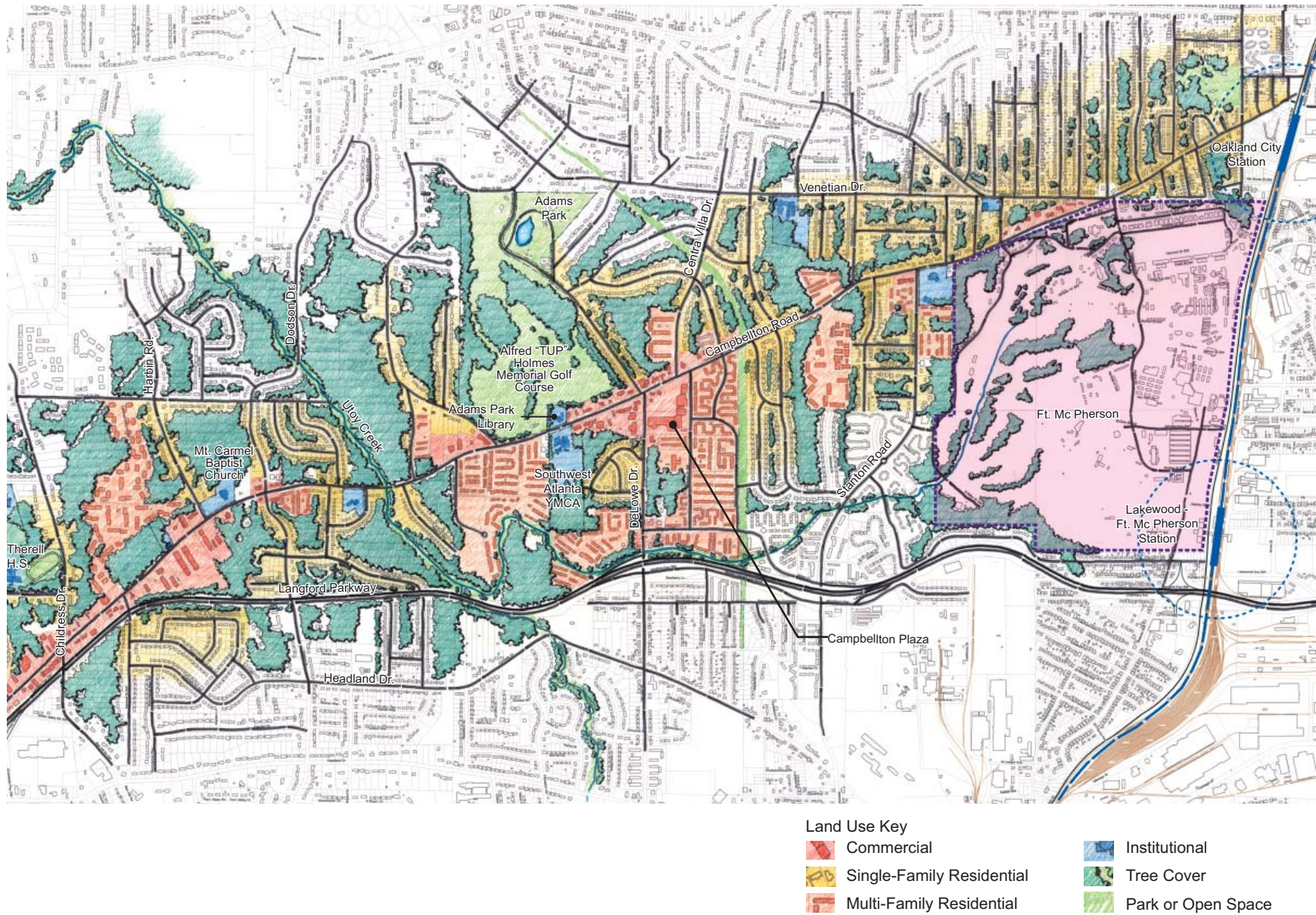
Adams Park and **Alfred "Tup" Holmes Memorial Golf Course** are unique public amenities for the area and could be made more accessible to the community via better pedestrian connections.

Mt. Carmel Baptist Church is located on the western end of the corridor and is a prominent religious and civic institution in the area. This church is playing an active role in the area's

revitalization and can play a key role in the redevelopment of the Campbellton East corridor.

The **Oakland City and Lakewood/Fort McPherson MARTA stations** on the eastern end of the corridor provide valuable nearby access to regional transit.

Corridor Overview



5.2 Existing Land Use

The existing land use pattern in the corridor (as defined within a ¼ mile on either side of the corridor) highlights a number of unique characteristics.

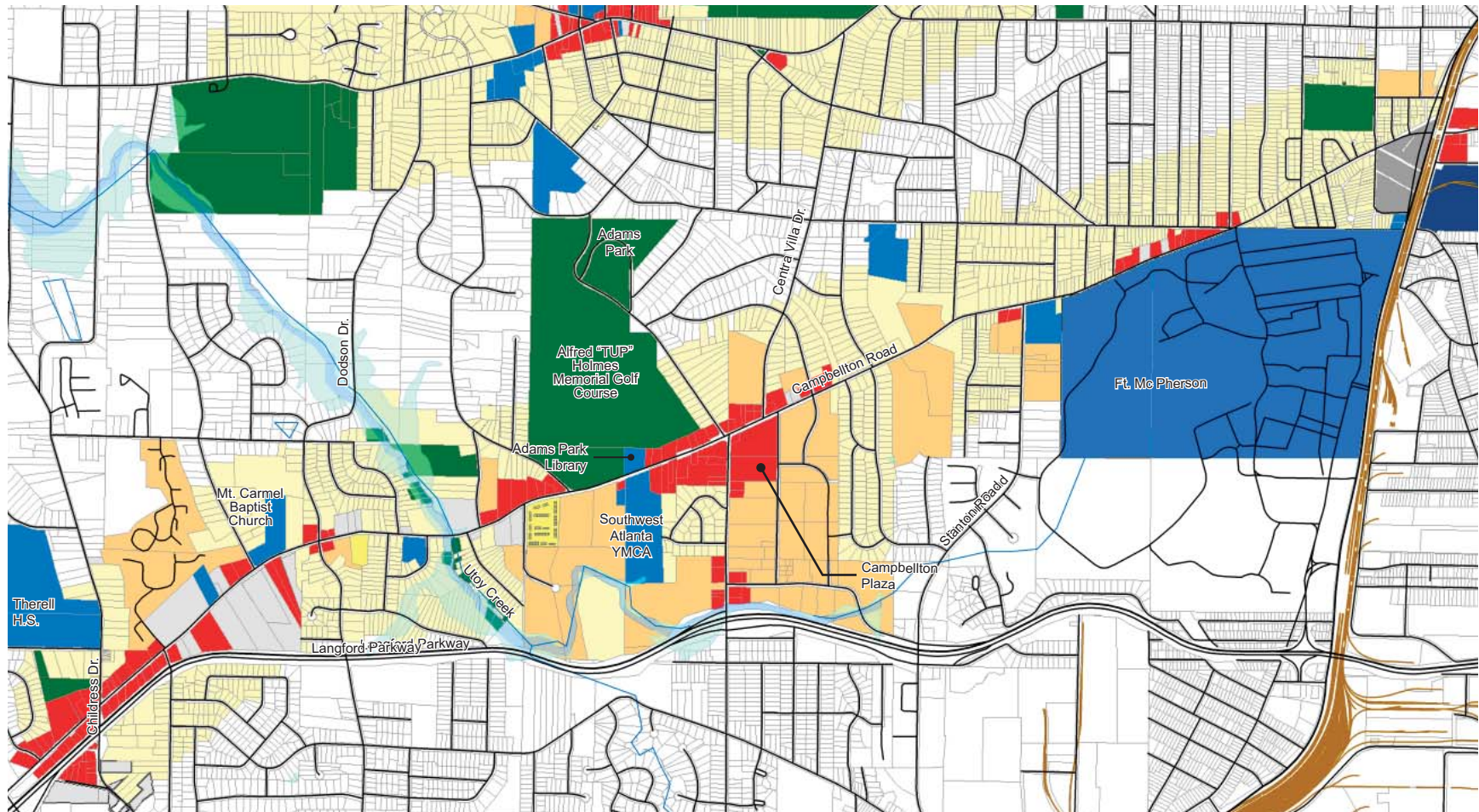
Issues:

- Single-family homes (neighborhoods) make up over half of the corridor's area. In many cases these neighborhoods front directly on Campbellton Road creating distinct residential segments. These neighborhoods are critical to the successful revitalization of the corridor.
- Multi-family land use makes up 16% of the corridor's area and is the next largest category after single-family. A large portion of the multi-family housing is concentrated in the Delowe Drive area and is aging and likely ready for redevelopment.
- Commercial land use, primarily strip retail, makes up almost 10% of the corridor area. The bulk of this commercial area is concentrated in the Delowe Drive area with smaller concentrations at Dobson Drive and Venetian Drive.
- Open space makes up 5% of the corridor area, located primarily in the Holmes Memorial Golf Course and parcels along Utoy Creek.
- Ft. McPherson, located on the eastern portion of the corridor, holds significant frontage along Campbellton Road and its future redevelopment will be a valuable opportunity for the corridor.
- 5% of the corridor's land use has been identified as vacant. A primary location of this vacancy is the former Kia dealership property just west of Harbin Road. This is a key location for redevelopment.

Table 5-1: Corridor Land Use (1/4 mile radius)

Land Use	% of corridor
Single-Family	52%
Townhome	1%
Multi-family	16%
Mixed Use	0%
Commercial	9%
Institutional	4%
Office	0%
Industrial	0%
Open Space	5%
Transit/Utility	1%
Federal (Ft. McPherson)	7%
Vacant	5%

Existing Land Use



Legend - Existing Land Use

Vacant	Multi-family	Institutional
Single Family	Commercial	Industrial
Town Homes	Transit / Utility	Open Space

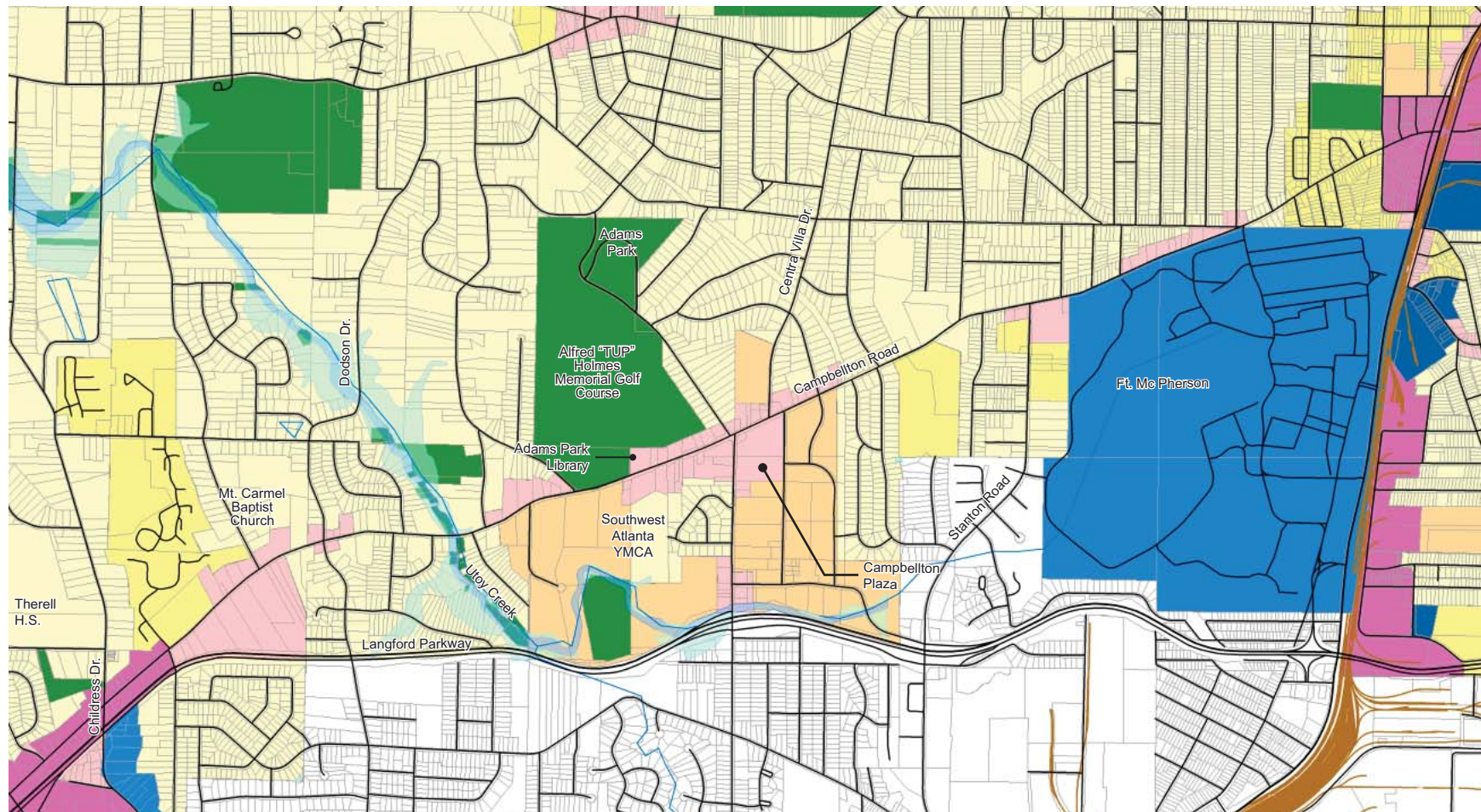
5.3 Future Land Use

The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 year Future Land Use Maps. The classifications reflect long-term land use goals and do not always comply with existing land uses on-the-ground. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity by the City. As part of the recommendations for the corridor some future land use changes will be identified in order to implement the goals of the plan.

Issues:

- Significant portions of the corridor are designated as Single-Family and Low Density Residential consistent with the pattern of existing residential neighborhoods and the plan will seek to protect these areas from commercial encroachment.
- The commercial areas in the corridor are designated as Low Density Commercial. These areas may require future land use changes to support more intensive mixed-use development, specifically the commercial area around Delowe Drive. As an example, areas along Lee Street and Campbellton Road, west of Maxwell Drive have already been designated as Mixed Use.
- Important parcels along Utoy Creek have been dedicated as open space. This is a unique greenway corridor and should be extended to the Cascade Springs Nature Preserve.

Future Land Use



Legend - Future Land Use

Single-Family	Low Density Commercial	Industrial
Low Density Residential	Office / Institutional	Open Space
Medium Density Residential	Mixed Use	

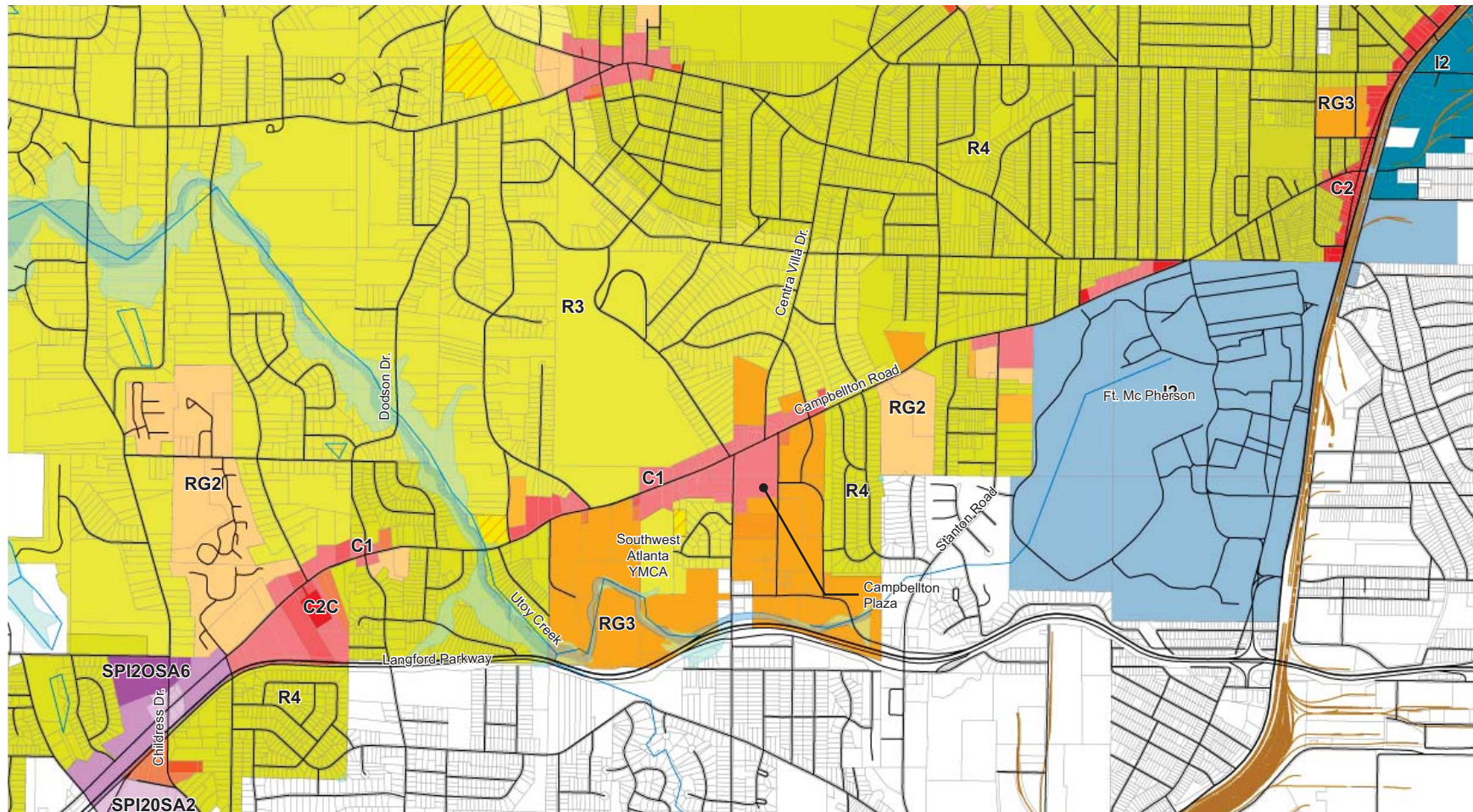
5.4 Current Zoning

The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as building height, use, setback and parking. Zoning is the implementation tool of the Future Land Use Plan, defining the design and intensity of the intended use.

Issues:

- The current Commercial zoning districts (C-1, C-2) may limit desired redevelopment intensity/use and do not include urban design standards, thus permitting auto-oriented commercial development and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.
- In some cases, such as the vacant commercial land at Harbin Road, the redevelopment plan may suggest new uses that require an appropriate mixed-use zoning designation.
- The current Multi-Family zoning districts (RG) do not include urban design standards, thus permitting auto-oriented multi-family residential development that places parking lots along the street and discourages pedestrian activity. The City of Atlanta's Quality of Life Zoning Districts may be a valuable alternative to support the design and development goals of the corridor.

Current Zoning



Legend - Zoning

C1	C2C	PDH	R4	RG2C	RLC	SPI20SA3
C1C	I1	R2A	R5	RG3	RLCC	SPI20SA5
C2	I2	R3	RG2	RG4	SPI20SA2	SPI20SA6

5.5 Transportation Analysis

Road Characteristics

Designated as an urban arterial

Speed limit: 35 mph (Oakland to Wells), 40 mph (Wells to Maxwell)

5-lanes (from Maxwell to Dobson)

2-lanes (from Dobson to Willis Mill)

5-lanes (from Willis Mill to Timothy)

2-lanes (from Timothy to Venetian)

4-lanes undivided (from Venetian to Oakland)

Traffic Volume

The current 2005 traffic volumes measured in annual average daily trips (AADT) along the corridor range from 9,300 to 15,000 trips. Future year volumes have been estimated based on output of the ARC travel demand model for the year 2030. Table 5-2 summarizes the current and estimated future volumes by segment for the Campbellton East corridor.

Table 5-2: Campbellton East traffic Volume

Road Segment	2005 Volume	2030 Volume
Maxwell to Dodson	9,300	10,250
Dodson to Willis Mill Rd.	9,700	12,750
Willis Mill Rd. to Delowe	9,900	15,260
Delowe to Centra Villa	12,000	15,260
Centra Villa to Fort Valley Dr.	13,400	17,750
Fort Valley Dr. to Stanton	13,400	17,750
Stanton to Venetian	12,800	18,440
Venetian to Oakland	15,100	29,300

Issues:

The future volumes are useful to provide a general sense of traffic growth but should be considered within the context of historic traffic data and a common sense understanding of the corridor.

- Overall there is a relatively low volume of traffic on this corridor given its general 5-lane cross section. Over half of this corridor (from Maxwell Drive to Delowe Drive) has less traffic volume than on Cascade Avenue.
- 2030 traffic projections anticipate a relatively flat growth in traffic from Maxwell Drive to Delowe Drive.
- 2030 traffic projections for the Venetian to Oakland segment show a doubling of volume in 25 years but should be considered within the context of historic traffic volumes for this segment which show a slight decrease in volume over the past 5 years. (Table 5-3)

**Table 5-3:
Historic Traffic Volume (Campbellton at Venetian)**

Year	Volume
1999	14,008 (actual)
2000	11,929 (estimated)
2001	12,161 (estimated)
2002	13,991 (actual)
2003	13,279 (actual)
2004	12,797 (actual)

Source: GDOT

Campbellton-East



Two lane section of Campbellton Road



5- Lane section of Campbellton Road near Harbin Road

Public Transit

- The Campbellton East corridor is served by several bus routes which provide transit connections to area MARTA stations.
- Route 283 – Campbellton Blue Flyer, is a limited stop express service route that connects from the Oakland City MARTA station along Campbellton Road to Greenbriar Mall and on to the Barge Road Park-and-Ride lot, operating during peak hours only.
- Route 83 - Campbellton/Greenbriar, is the primary, regular service, bus route for the Campbellton East corridor. It runs the same route as the Blue Flyer with an additional limited service loop from the Barge Road Park-and-Ride lot, west along Campbellton Road to County Line Road. This route attracts over 5,400 weekly riders with 15 minute headways.
- Route 81 – Venetian, runs through the neighborhoods north of Campbellton Road from the West End MARTA station to the Campbellton Plaza shopping center at Campbellton Road and Delowe Drive.
- Route 66 – Lynhurst/Greenbriar, runs south from the Hamilton Homes MARTA station south to Greenbriar Mall and on to the Barge Road Park-and-Ride lot, crossing Campbellton Road at Mt. Gilead Road.

Issues:

- Enhancements to existing service along Campbellton Road should be considered to support transit use in the corridor.

Accidents

Accident rates for the Campbellton East corridor were evaluated by looking at both rates by segment and key intersections. The accident rates by segment were compared to the statewide average. Accidents by intersection were evaluated by identifying the key intersections with over 30 accidents in the most recent four year period.

Table 5-4:
Campbellton East corridor Accident Rate by Segment

Segment	2003 Accident Rate/Million VMT	State Average
Oakland to Stanton	661	572
Stanton to Delowe	1,360	572
Delowe to Dobson	732	572
Dobson to Maxwell	173	572

Table 5-5:
Campbellton East Accident Rate by Key Intersection

Intersection	Yearly Accidents				Total
	2001	2002	2003	2004	
Venetian Drive	7	6	11	7	31
Centra Villa Dr.	9	12	10	4	35
Delowe Dr.	15	18	14	13	60

Issues:

- The segment from Stanton Road to Delowe Drive exhibited the highest accident rate in the corridor at over twice the statewide average.
- The intersections of Centra Villa Drive and Delowe Drive have the highest intersection accident rates in the corridor.
- The recently constructed 5-lane segment between Dobson Drive and Maxwell Drive exhibited a relatively low accident rate.

Planned Future Improvements

The major planned project for the Campbellton East corridor is the widening of the remaining 2-lane segments to 5-lanes. While this project is under design by the City, its completion date is set for 2030 in the RTP with no immediate funding available for construction.

Key Transportation Issues:

- Where possible, make vehicular improvements at key intersections to improve accessibility, specifically Delowe Drive and Centra Villa Road.
- Need pedestrian facilities and turn lane improvements on remaining 2-lane segments.
- Manage cut-through traffic in neighborhoods (traffic calming)
- Need to improve signage and pavement markings where road transitions from 2 to 5 lanes.
- Improve pedestrian facilities including signalization, crosswalks and sidewalks, on corridor and adjacent streets.
- Improve and extend existing bike routes
- Improve transit service including bus stop amenities and efficiency of service.

5.6 Market Overview and Development Strategy

Demographics

The Campbellton East corridor runs along a well-established collection of residential neighborhoods. The residents of Campbellton East have a demographic profile that distinguishes them from the two other Study Areas. The current 17,166 residents are expected to grow by 4% over the next five years. The population of the area is young, averaging 31.7 years old with larger households than the other two corridor Study Areas and significantly more single-parent households. Given the young age of the population, they are predominantly renters (62.2%) and have very modest incomes, with a median household income of \$27,022, which is significantly below the Atlanta median household income of \$44,710.

Recent & Proposed Developments:

There are several development projects in the area that provide insight into the area's potential market strengths.

The Villages of East Point – The Villages of East Point is a planned residential community located on Stanton Road just south of Campbellton Road and is currently under construction featuring homes from four different single-family builders. In total, there will be approximately 240 townhomes and 132 single-family homes. In addition, a major new rental apartment project has been incorporated into the residential mix of the project.

Proposed Townhomes – Ronald Dupree and Vinson & Associates are proposing to develop a townhome community of approximately 128 units on 10 acres on an undeveloped parcel on Campbellton Road, on the northeast corner of the Maxwell Drive intersection. Currently the property is in the process of rezoning from commercial to residential (RG2).

Strengths:

- The major economic anchors of the area are undergoing transition—Fort McPherson is scheduled for closure under the BRAC process, Greenbriar Mall is in final negotiation for new ownership, Lakewood Fairgrounds has been announced as a major redevelopment location, and The Villages at East Point is bringing a major new mixed-use residential development into the area.
- New residential development is occurring throughout the area and is demonstrating the continuing appeal of the area as a residential location.
- Strong collection of civic uses and parks including; several churches, the Southwest Atlanta YMCA, the Adams Park Library, Alfred “Tup” Holmes Memorial Golf Course, Adams Park, etc.

Issues:

- Continuing uncertainty about the future of the area due to the changes occurring at the major economic anchors, as noted earlier.
- High retail and multifamily vacancies at present.
- A weakened retail market due to over development of retail space, and a market shift from being a region-serving retail destination to a more community-based retail center.
- Comparatively low homeownership rates and modest incomes of the area's households that are less attractive to retailers and new development.

Suggested Development Strategies

Based on our assessment of the area, the following development strategies are suggested:

1. **Concentrate commercial development at two key nodes—**
 - Campbellton Road/Delowe Drive - create a commercial mixed-use village
 - Campbellton Road /Mt Gilead Road (Westgate) - redevelop existing retail center into a community-serving retail center.
2. **Campbellton Village at Delowe—encourage the redevelopment of this commercial node into mixed-use village by:**
 - Creating new streets and blocks to structure redevelopment and maximize access.
 - Allow more intensive and mixed-use development of existing commercial areas.
 - Thin-out the substantial inventory of vacant apartments surrounding the retail centers.
 - Encourage in-fill development of townhouses and stacked condominiums on the former apartment sites to increase homeownership in the area.
 - Strengthen community services and institutions in the area.
 - Concentrate/improve MARTA connections at the village core.
3. **Encourage the redevelopment of Westgate Shopping Center—**as a gateway to the rapidly emerging residential areas to the north of Campbellton Road.
4. **Convert vacant automotive uses/commercial uses to moderate density residential—**assemble and convert the largely vacant commercial land near Harbin Road (former Kia Dealership) to mixed-use residential.
5. **Encourage development of senior housing—**by area churches with a major presence on Campbellton Road.
6. **Create a pedestrian friendly streetscape along northern boundary of Fort McPherson—**strengthen surrounding residential areas by softening the edge with Fort McPherson—discourage strip commercial uses, reconnect street grid with residential areas to the north, preserve the residential character of Campbellton Road up to connection with the new “village” at Delowe Drive.
7. **Provide a unifying streetscape along Campbellton Road—**link the development areas together and lessen the visual impact of the existing commercial clutter along the right of way.

5.7 Public Process & Visioning

A series of public workshops, open houses, one-on-one stakeholder meetings and presentations were conducted in early December 2005 as part of a design charrette for the Study Area. This charrette began with an interactive workshop on Saturday, December 3rd where residents and stakeholders worked together to describe their issues and vision for these corridors. These sessions were documented and used to formulate an overall vision and set of basic goals for each corridor.

What We Heard

- Don't want to see corridor as freeway
- Need better connectivity
- Upgrade stores to mixed-use
- Want new restaurants and retail services
- Traffic calm streets connecting between Cascade & Campbellton
- Redevelop area around Delowe Drive– mixed use
- Need sidewalks on side streets (Delowe, Harbin, Childress, Centra Villa, etc.)
- Encourage pedestrians – add sidewalks where missing
- Widen remaining 2-lane segments – fix so they are safe for pedestrians and vehicles
- Redevelop old Kia dealership – new housing, mixed use?
- Locate employment and office uses in corridor – medical services?
- Campbellton Road is an eyesore.
- Redevelop Shamrock Apartment complex.
- Campbellton Plaza was a very nice place – not anymore!

5.8 Corridor Vision Statement and Goals

Based on public input throughout the process including the design charrette, stakeholder interviews, advisory committee meetings, and public presentations, an overall vision statement for the corridor has been crafted in order to capture the desired character and vision. From this vision statement a focused set of goals have been outlined from which projects and recommendations have been derived.

A Campbellton East Vision Statement:

Transform Campbellton East back into Southwest Atlanta's "main street" and mixed-use corridor with revitalized commercial uses to serve the surrounding community's needs and redeveloped residential uses to strengthen the area's neighborhoods.

Goals

- Redevelop the Campbellton Road/Delowe Drive area with new retail and services and new housing opportunities.
- Where appropriate, redevelop vacant and underutilized commercial land into new mixed-use residential.
- Make Campbellton Road and surrounding streets more pedestrian friendly to better connect the area's parks, neighborhoods, civic uses and commercial areas.
- Make future development more pedestrian friendly by minimizing the visual impact of parking lots, locating buildings up to street and enhancing connectivity and streetscape.
- Improve remaining 2-lane segments of Campbellton Road to make safe for both pedestrians and vehicles.
- Strengthen transit service in the corridor to better support the mobility needs of the community.

Mt. Carmel Town Meeting: What we want “Top Ten”

- Housing
- Upscale restaurant
- Fitness center
- Red Lobster
- Whole Foods
- Fashion Care Cleaners
- Sidewalks
- Good schools
- Police Precinct
- McDonald's



5.9 Key Areas of Focus

Based on the vision statement and goals, a set of projects and recommendations have been developed for the Campbellton East corridor and are described in the Projects & Recommendations section. These projects are organized into key areas of focus that include:

Catalyst Sites – key sites that have been identified based on; property ownership patterns, current land use and utilization, market opportunity, and location within the corridor, for significant redevelopment and are intended to serve as “catalysts” for revitalization throughout the corridor.

Corridor Cross Section – recommended improvements to Campbellton Road itself including, in some cases, redesigning segments of the corridor, and added streetscape improvements.

Streetscape/Sidewalks – recommended improvements to adjacent streets in the corridor specifically focused on adding sidewalk connections and improving the streetscape.

Intersections/Traffic Signals – specific recommendations at key intersections in the corridor which may include adding turn lanes, realignment, signalization, and/or pedestrian improvements.

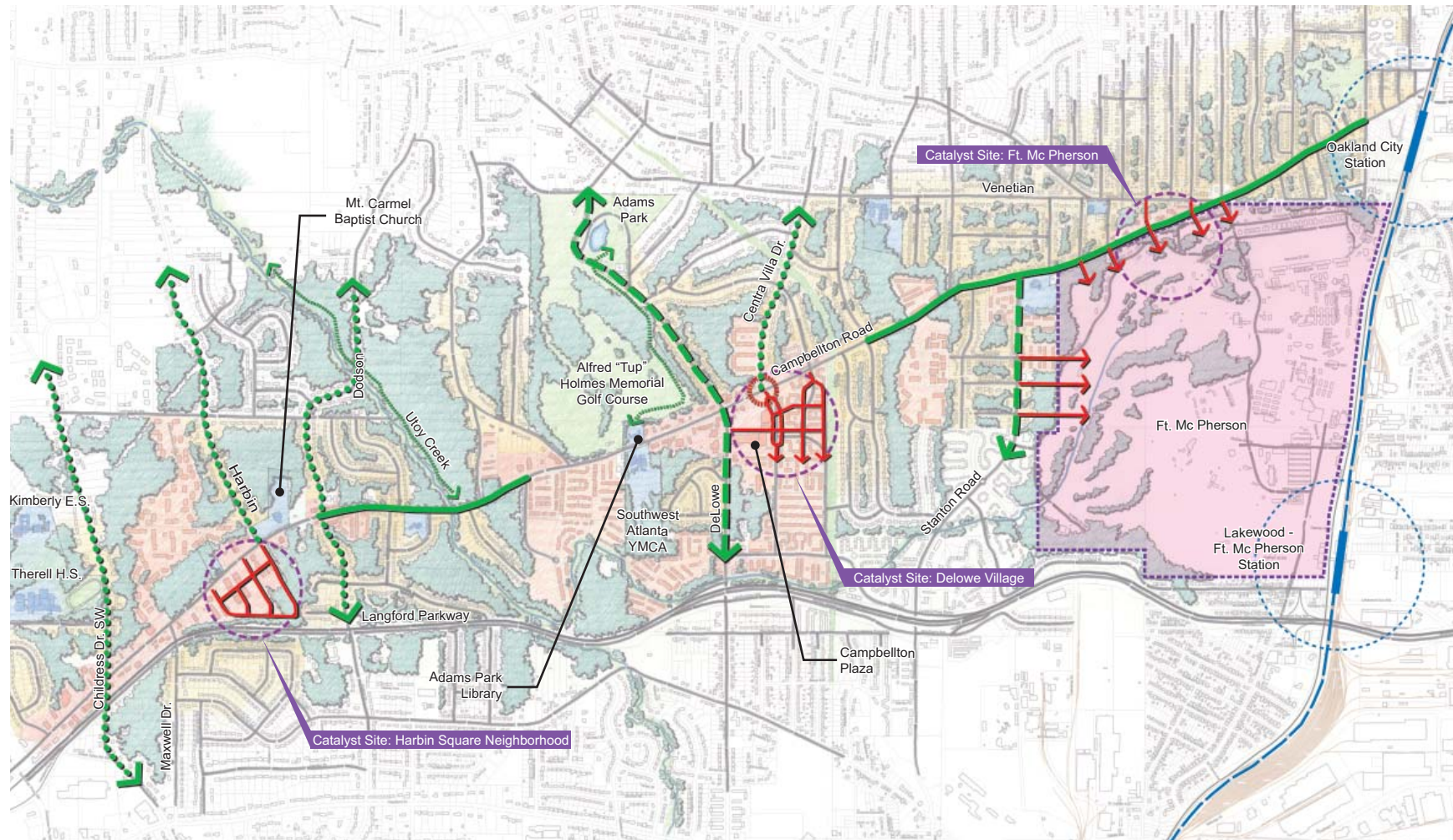
New Street Network – recommended new street connections intended to support a better balance of traffic and structure development patterns in the catalyst sites.

Traffic Calming – locations/key streets that need traffic calming in the surrounding neighborhoods to improve pedestrian safety and neighborhood quality-of-life.

Transit – improvements/adjustments to transit service and amenities in the corridor intended to promote transit mobility.

Land Use & Zoning – changes/adjustments to land use and zoning at key sites in the corridor intended to support the redevelopment of the catalyst sites and implement the city’s Quality-of-Life zoning standards that promote mixed-use and pedestrian friendly private development.

Key Areas of Focus



Legend

	Intersection Improvements		Planned Street		Traffic Calming		Commercial		Institutional
	Corridor Cross Section		New Street		Streetscape / Sidewalk		Single-Family Residential		Tree Cover
	Catalyst Project		Greenway / Multipurpose Trail		Proposed Parks or Open Spaces		Multi-Family Residential		Park or Open Space

5.10 Catalyst Site: Harbin Square Neighborhood

Existing Condition:

The vacant commercial property on the south side of Campbellton Road at Harbin Road (the old Kia Dealership) represents an important redevelopment opportunity. These parcels collectively create a 10 to 20 acre development site which is unique for the corridor and enables a large enough redevelopment project to change the character of the corridor and serve as a catalyst for additional redevelopment.

This segment of the corridor illustrates the commercial decline and changing role of Campbellton Road. The development of Langford Parkway downplayed the regional transportation role of Campbellton Road and, along with other regional land use trends, helped change the corridor's land use role. Once a thriving commercial corridor, this area of Campbellton Road now sits mostly vacant.



Vacant properties on Campbellton Road - south of Harbin Road



Intersection of Campbellton Road and Harbin Road

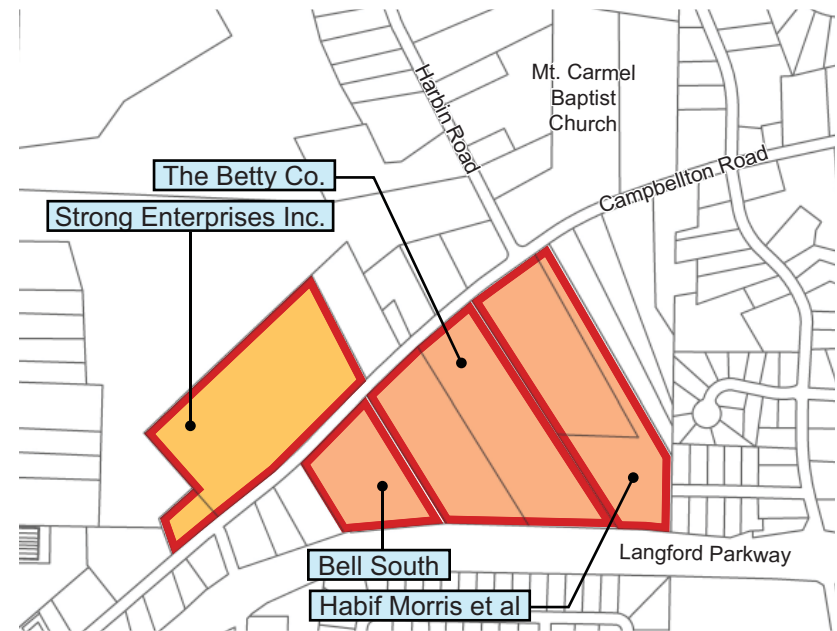
Campbellton-East

Proposed Development Plan:

The plan envisions converting this former commercial property into a new residential neighborhood. A new park/square with neighborhood supporting retail establishes a neighborhood center around which a range of residential uses are proposed.

The objective for this catalyst project is to begin the transition of the area from retail and commercial uses into residential. The goal will be to assemble a site of sufficient size that would result in a mix of residential uses that is large enough to re-establish the area as a residential location.

The development would include a mix of residential uses, from small lot single-family to townhome and stacked condo or apartment units and/or senior housing, with a small amount of retail fronting Campbellton Road. The idea is to provide a mix of residential types and price points which can appeal to a wide range of households and provide a model for additional residential development in and around this site. In part it would complement the major residential development which is occurring in the neighborhoods to the north of Campbellton Road, and could provide the impetus for the revitalization of the older rental complexes located nearby.



Parcel Map Diagram showing Key Property Ownership

Table 5-6: Harbin Square Development Summary

Development Type	Units/ Sq.ft.	Cost/unit	Development Value
Residential			
<i>MF/ Condo</i>	100 units	\$110,000	\$11,000,000
<i>Senior Housing</i>	100 units	\$120,000	\$12,000,000
<i>Town home</i>	150 units	\$140,000	\$21,000,000
<i>Single-Family</i>	50 units	\$220,000	\$11,000,000
Retail	5,000 s. f.	\$65	\$325,000
Total			\$55,325,000

Key Action Steps:

1. Include the mixed-use residential site in the Campbellton TAD boundaries.
2. Work with the nearby Mt. Carmel Baptist Church and its planned community development corporation (CDC) as a potential developer.
3. Negotiate options on the desired property with existing land owners, develop relocation options for the Bell South facility on the site, and conduct pre-development due diligence on the suitability of the site for residential development.
4. Extend Quality of Life zoning provisions to the site to support its development as mixed-use residential at sufficient densities to be economically viable.
5. Issue an RFP for developers interested in acquiring the optioned site with the commitment of TAD funds for redevelopment of the site.

Catalyst Site: Harbin Square Neighborhood



5.11 Catalyst Site: Delowe Village

Existing Condition

The central catalyst site for the Campbellton East corridor is the commercial area at Delowe Drive. The area is currently a major commercial node between the Adams Park neighborhood to the north and Langford Parkway and the City of East Point to the south. With a total area of 110,000 s.f., Campbellton Plaza is the largest retail center in the corridor. Major anchors of the center include CVS, Maxway, Super Giant Foods, and Foot Locker.

Surrounding Campbellton Plaza on two-sides is a large concentration of older apartment communities (Shamrock Apartments). Although a number of units have recently been renovated, there are still a substantial number of vacant units, some of which are dilapidated. An influx and concentration of Section 8 tenants was cited by charrette participants as accelerating the downward trend of the apartments in the area.

This is a strategic location for redevelopment in the Campbellton East corridor. Delowe Drive is an important connection with access to Langford Parkway and carries an equivalent volume of traffic to Campbellton Road. The size and single ownership of Campbellton Plaza and the adjacent apartment complexes makes this site an attractive candidate for larger-scale redevelopment. In addition, the Delowe area is a well recognized center of community resources including; Adams Park, the Southwest Atlanta YMCA, the Adams Park Library, and the Alfred “Tup” Holmes Memorial Golf Course, making this an important location in the mind of the community for revitalization.



Campbellton Plaza Shopping Center



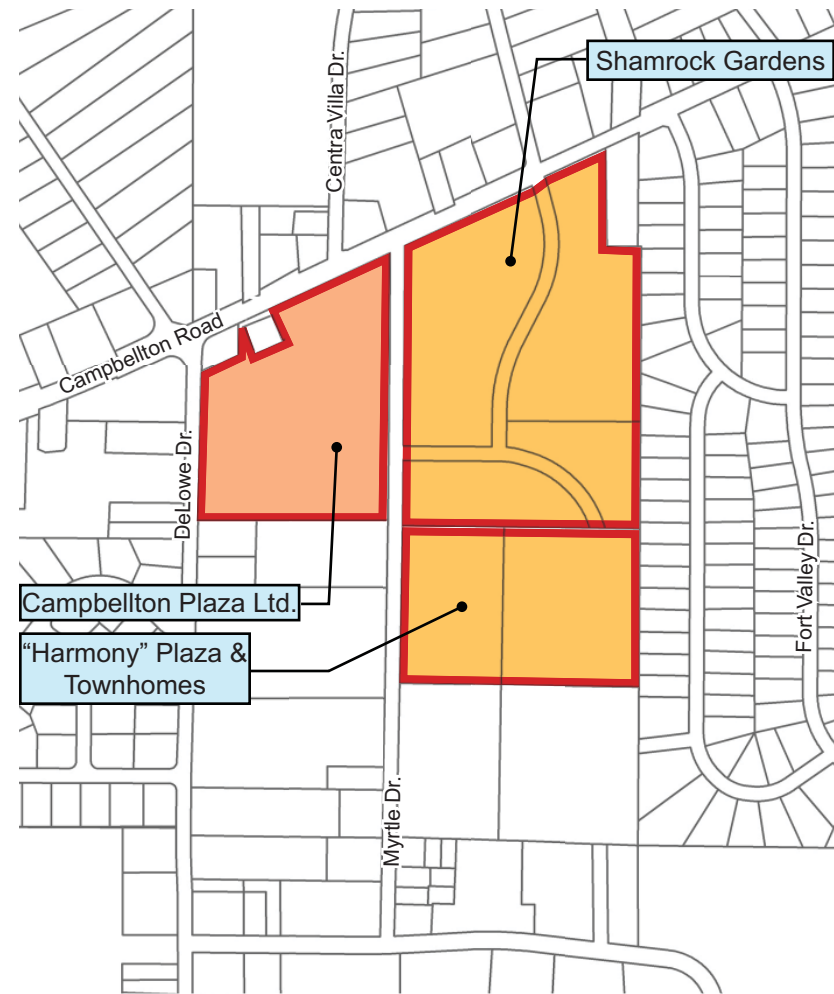
Shamrock Apartments next to Campbellton Plaza

Campbellton-East

Proposed Development Plan

The goal for the Delowe Village is to create a major mixed-use commercial village which will better serve the retail, service, and community needs of the surrounding neighborhoods. Through the redevelopment of Campbellton Plaza and the adjacent apartment complex that fronts on Campbellton Road, a new village green is created to serve as the focal point for new development. Surrounding this new public space are street-fronting commercial and residential uses organized on pedestrian-scaled streets and blocks creating a distinctive new public space and “address” for development on Campbellton Road.

New residential development is a key component and would be created by redeveloping a portion of the substantial adjacent rental apartment inventory. This would improve the performance of the remaining apartment complexes by eliminating many of the vacant units and would inject new opportunities for home ownership into the area. Residential development would include a range of product types to include townhomes, condos, new multi-family apartments, and senior housing.



Parcel Map Diagram showing Key Property Ownership

Table 5-7: Delowe Village Development Summary

Development Type	Units/ Sq.ft.	Cost/unit	Development Value
Residential			
<i>MF/ Condo</i>	300 units	\$80,000	\$24,000,000
<i>Senior Housing</i>	250 units	\$180,000	\$45,000,000
<i>Town home</i>	150 units	\$120,000	\$18,000,000
<i>Single-Family</i>	80,000 s.f.	\$65	\$5,200,000
Retail	20,000 s.f.	\$65	\$1,300,000
Total			\$93,500,000

Key Action Steps:

1. Establish a TAD district along Campbellton Road that would include the boundaries of Delowe Village. Use the TAD as the key incentive to stimulate the redevelopment of the retail centers and surrounding older apartment complexes.
2. Negotiate with existing land owners to assemble a site for the mixed-use redevelopment around the Campbellton Plaza site.
3. Issue an RFP to the development community detailing redevelopment opportunity and availability of TAD funds as an incentive.
4. Seek LCI funding for Campbellton East Corridor to improve streetscapes and pedestrian access through the area and to provide a better linkage between the residential areas and the retail and commercial zone.
5. Engage a vigorous code-enforcement effort to improve the condition of rental single-family inventory. Consider use of the Mayor's proposed "crime and grime" initiative to improve public safety and the condition of public areas in and around Delowe Village.
6. Identify a site for senior housing which would provide pedestrian access to retail and community services in the Village, and seek participation by one or more area churches in the development of the housing.

Catalyst Site: Delowe Village

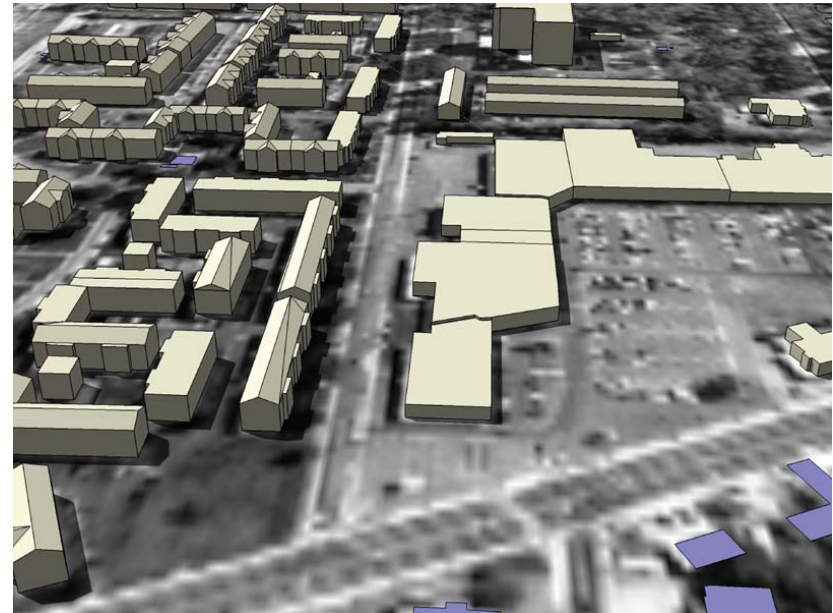


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Delowe Village - Mixed Use “Main Street” Vision

This view of Campbellton Plaza looking south over Campbellton Road illustrates the current separation between commercial and residential uses. This suburban-style development pattern results in separate residential and commercial projects that turn their backs to each other and provide no interconnectivity. Buildings are setback from the street behind parking lots, no public open space is provided and pedestrian activity is discouraged.

The vision for the redevelopment of the “Delowe Village” is centered on a new major green space that creates a central park around which residential, commercial and office uses face. The commercial uses of Campbellton Plaza are turned around to face this new park, creating a mixed-use “main street” off of Campbellton Road. The former Shamrock apartment complex is redeveloped into a mix of residential uses ranging from condo/apartments to new for-sale townhomes, creating a more diverse residential neighborhood with a range of housing options.



Campbellton Plaza and surroundings - before

Catalyst Site: Delowe Village



Delowe Village: Mixed Use Main Street Vision

5.12 Catalyst Site: Ft. McPherson

Fort McPherson was designated for closure under the BRAC process in 2005. Mayor Franklin has established a special task force to plan the future of this historic facility. While the specific uses for redevelopment of the base have yet to be determined by the Task Force, it will be one of the major economic anchors of the Study Area into the future.

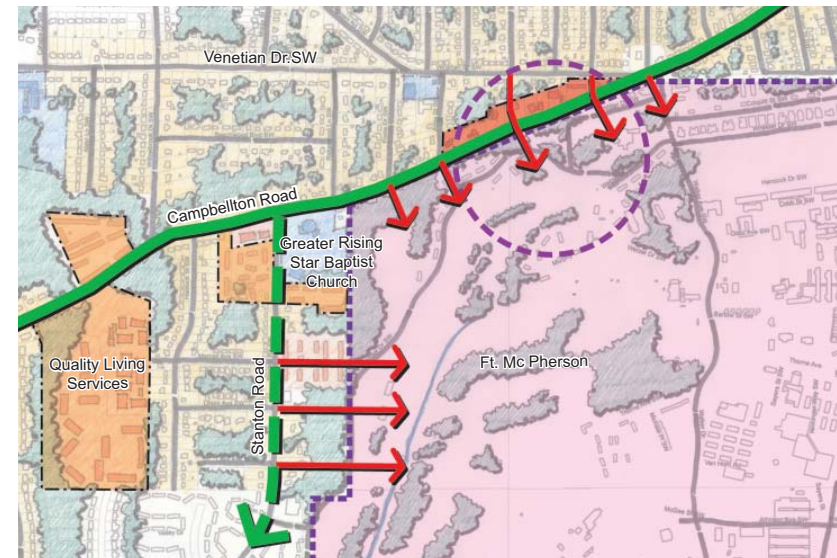
The future redevelopment of Fort McPherson provides an important opportunity to create better connectivity to Campbellton Road and reconnect this future community with the adjacent existing neighborhoods. The redevelopment of the base will open up this site, creating a new identity for Campbellton Road as a gateway to Southwest Atlanta and the redeveloped base.

The plan envisions the transformation of this segment of Campbellton Road into a prominent residential address. The Fort McPherson side of Campbellton Road is illustrated as new multi-story residential facing a small neighborhood commercial node that serves as a gateway to the redeveloped base.

Campbellton Road is illustrated as a redesigned three-lane street with new on-street parking serving street-fronting commercial and retail uses. The three-lane cross section provides a needed left turn lane while minimizing the street's width so as to not create a barrier between the base redevelopment and the adjacent neighborhoods.

Future Connectivity

An important opportunity that the future redevelopment of Fort McPherson affords is the ability to add new street network in this part of the corridor. This new network will provide valuable connections to support new development and distribute traffic more evenly, minimizing pressure on Campbellton Road. Future connectivity should include multiple connections to the redeveloped base from both Stanton Road and Campbellton Road. These connections should ultimately extend to Lee Street to provide better access to this north-south corridor and the nearby MARTA stations (Oakland City and Lakewood – Fort McPherson).



Campbellton & Ft. McPherson Area

Catalyst Site: Ft. McPherson



Campbellton & Ft. McPherson After



Campbellton & Ft. McPherson Before

5.13 Campbellton Road Improvements

The Campbellton East corridor from Maxwell Drive to Oakland Drive includes two distinct street cross-sections. Half of the corridor has been recently widened to five-lanes including the commercial and multi-family areas around Delowe Drive and west of Dobson Drive. While the other half of the corridor is two-lanes, specifically in the single-family residential and neighborhood areas.

There are long-term design plans for widening the complete corridor to five-lanes. However, traffic volume in the Campbellton East corridor does not mandate the need for a full widening to five-lanes and, the potential right-of-way impacts to the adjacent residential properties would be significant and costly. Yet there remains a need to improve these segments for vehicular and pedestrian safety.

Proposed Improvements

This plan proposes a three-lane section (one lane in each direction with a center lane dedicated to left turns) for the remaining two-lane segments. As the sketch illustrates, new sidewalks provide needed pedestrian and transit amenities, while the addition of the center turn lane provides a safe and clear way for turning in and out of the adjacent neighborhoods.

This “down-sized” street concept:

- Is more context-sensitive to the adjacent single-family residential neighborhoods and will have less right-of-way impacts.
- Provides needed sidewalks and pedestrian amenities.
- Is more appropriately sized to the volume of traffic on these portions of the corridor.
- Will be less costly than the planned five-lane concept, potentially enabling quicker implementation and allocation of resources to other projects in the corridor.



Campbellton Before

Campbellton Road Improvements



Campbellton After

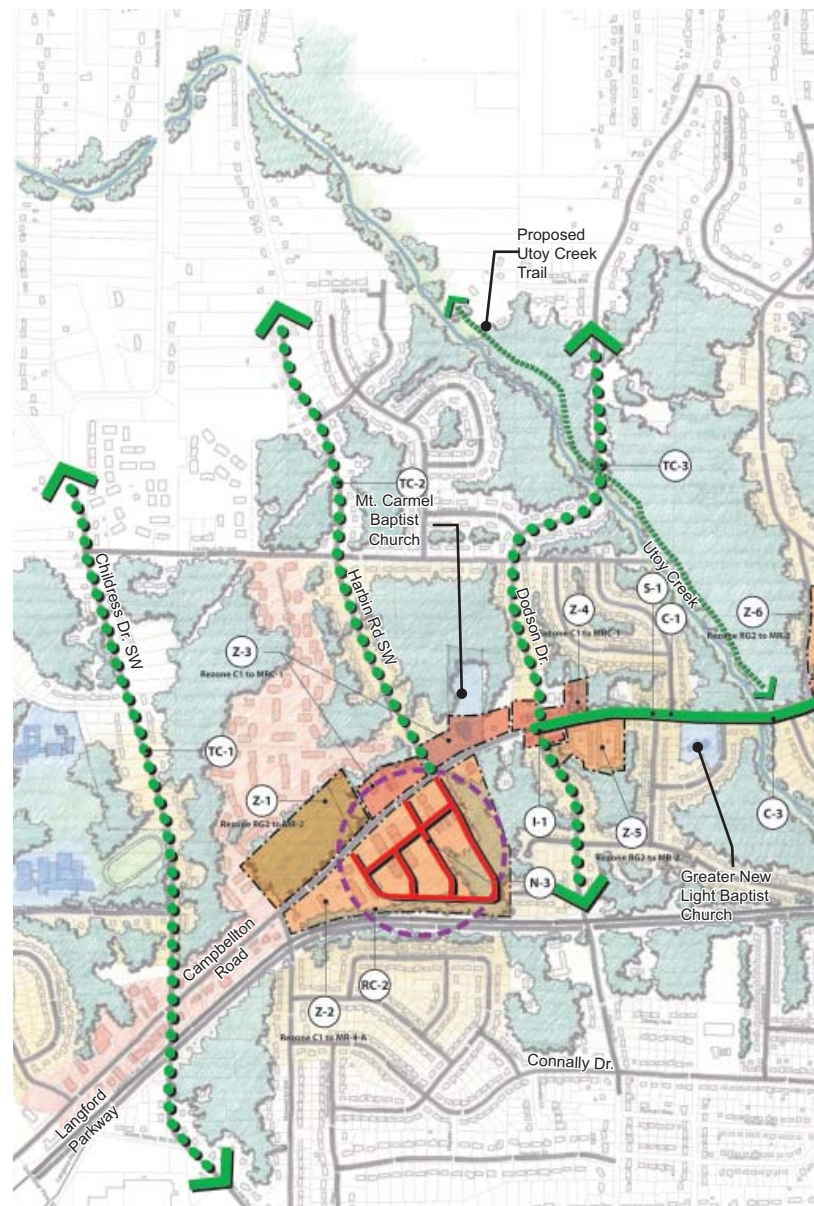
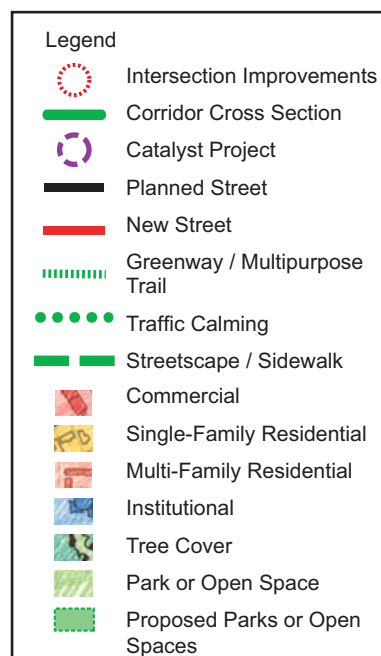
5.14 Projects and Recommendations

This section outlines the complete list of projects and recommendations for the corridor. The corridor plan map identifies the project location and keys out the project identification number which corresponds to the project descriptions.

Corridor/Cross-section

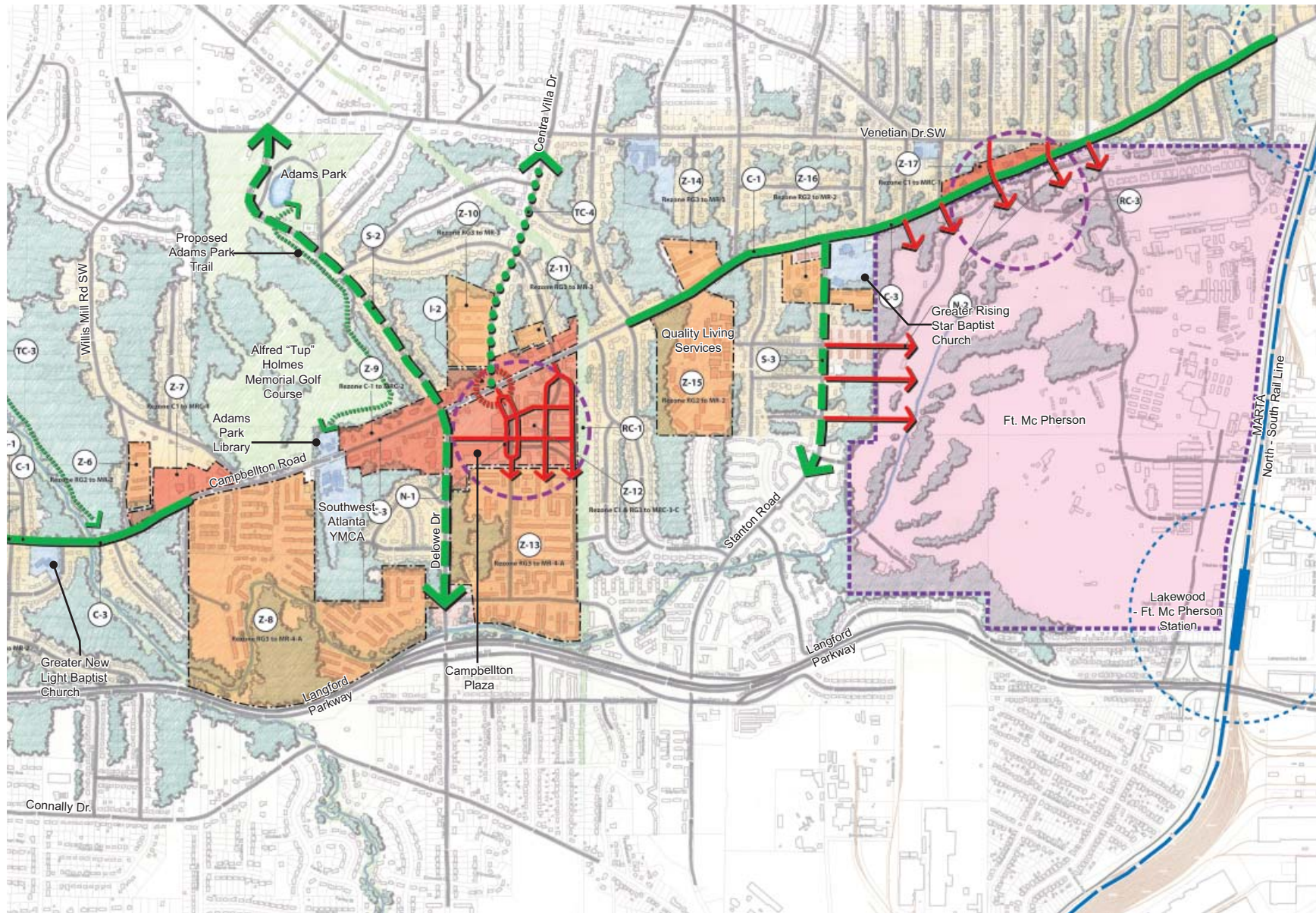
C-1 Campbellton Rd.: Redesign from existing 2-lanes to 3-lanes (1 travel lane in each direction & center turn lane/median), including sidewalks and bicycle lanes (this is an alternative to the currently planned 5-lane cross section).

C-2 Lane Transition Sections: Upgrade signing and pavement marking for transitions from and to future 3-lane and existing 5-lane segments.



Campbellton-East

Projects and Recommendations



Streetscape/Sidewalks

S-1 Campbellton Rd.: Install pedestrian street lighting (in existing 5-lane segments).

S-2 Delowe Dr.: Install sidewalks on both sides of the road from Adams Park to Alison Court.

S-3 Stanton Road: Install sidewalks on both sides of the road from Campbellton Road to City limits.

Intersections/Traffic Signals

I-1 Dodson Dr.: Replace strain pole in SW corner of intersection.

I-2 Centra Villa Dr.: Evaluate the right-of-way impact of adding south bound right turn lane onto Campbellton Road.

I-3 Upgrade Traffic Signals: to include 2070 controllers, LED signal displays, vehicle detection & pedestrian enhancements.

I-4 Traffic Signal Interconnection: Construct fiber optic communication system for all signalized intersections and connect to Traffic Control Center.

I-5 Unsignalized Pedestrian Crosswalks: Upgrade signing and pavement markings for unsignalized crosswalks.

I-6 Signalized Pedestrian Crosswalks: Upgrade pedestrian crosswalk markings & provide ADA access at all intersections.

New Street Network

N-1 Network Opportunities - Delowe Village: with the proposed redevelopment of this catalyst site key connections should be made including: a parallel connection from Delowe Drive, and alignment of the Myrtle Drive & Centra Villa Drive intersection.

N-2 Network Opportunities - Fort McPherson: the future redevelopment of Fort McPherson provides an important opportunity to create better connectivity in this part of the Campbellton corridor. Multiple connections from both Campbellton and Stanton that provide connection to Lee Street will provide critical connectivity, helping to distribute traffic through the area.

N-3 Network Opportunities – Harbin Square Neighborhood: Redevelopment in this area should be organized on a regular network of streets and blocks with multiple connections to Campbellton Road.

Traffic Calming

Evaluate a range of options including bulb-outs, road narrowing, landscape islands, speed humps, mini circles, roundabouts.

TC-1 Childress Drive: Between Campbellton Road and Cascade Avenue.

TC-2 Harbin Road: Between Campbellton Road and Cascade Avenue.

TC-3 Dodson Drive: Between Campbellton Road and Cascade Avenue.

TC-4 Centra Villa Drive: Between Campbellton Road and Cascade Avenue.

Transit

T-1 Blue Flyer Route # 283: Enhance transit service to Downtown Atlanta by extending route from Oakland City Station to downtown Atlanta.

T-2 Signal Priority: Implement ITS transit signal priority along corridor to improve travel time to Downtown Atlanta and Oakland City Station.

T-3 Bus Stop Enhancements: Eliminate underutilized stops & enhance remaining bus stops to include shelters, benches, trash receptacles & route information.

Redevelopment Catalyst Projects

RC-1 Delowe Village: Creation of a major mixed-use commercial area to serve the retail, service, and community needs of the surrounding neighborhoods.

RC-2 Campbellton - Harbin Square Neighborhood: Redevelop vacant commercial property into a mix of residential uses and establish this part of Campbellton Road as a residential location.

RC-3 Fort McPherson Base Reuse: The eventual reuse of Fort McPherson represents a significant opportunity to reconnect Campbellton Road to this future development site.

Land Use

Land use and zoning changes are an important part of implementing the plan, allowing the types of mixed-use envisioned and urban design standards that support pedestrian friendly development. The recommendations of this plan are focused on parcels located directly on or in close proximity to the corridor and have been developed comprehensively to ensure that all properties have been treated similarly.

Quality of Life Districts

The zoning recommendations are based on implementing the City of Atlanta Quality of Life (QOL) Zoning Districts. These districts have been developed specifically to encourage:

- Pedestrian oriented development.
- Mixed-use development.
- Intensification of underutilized commercial corridors.
- Concentration of development in activity centers.

The basic Quality Of Life Districts include:

Neighborhood Commercial – which is intended to maintain and support pedestrian oriented and neighborhood scaled commercial areas.

Multi-Family Residential – which is intended to support a variety of multi-family housing types with a limited amount of neighborhood serving commercial.

Mixed Residential Commercial – which is intended to support mixed-use development in historically single use commercial areas with strong design standards that require open space, street network and quality street design.

Live Work – which is intended to support the redevelopment of underutilized industrial areas with residential uses.

Recommendations

In general the land use and zoning recommendations for the corridor are organized into two types.

1. Implementing the QOL urban design standards: Multi-family and commercially zoned parcels along the corridor have been recommended for rezoning to the equivalent QOL District, maintaining the same level of density and use but implementing the pedestrian oriented design standards (example: a C-1 district is rezoned to a MRC-1 QOL district).

2. Intensifying key catalyst sites and activity centers: Based on the identification of catalyst sites in the corridor, key parcels in those areas have been recommended for rezoning to supportive QOL Districts that encourage the intended mixed-use and density illustrated in the proposed development plans. In many cases involving rezoning a C-1 district to a higher intensity MRC QOL District.

Z-1 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-2 Rezone from C1 to MR-4-A: sifts land use from commercial to residential and implements Quality of Life Zoning Code urban design standards.

Z-3 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-4 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-5 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-6 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-7 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-8 Rezone from RG3 to MR-4-A: Increases land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-9 Rezone from C1 to MRC-2: Increases land use intensity, encourages mixed use and implements Quality of Life Zoning Code urban design standards. Future land-use change from Low Density Commercial to Mixed Use.

Z-10 Rezone from RG3 to MR-3: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-11 Rezone from RG3 to MR-3: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-12 Rezone from C1 and RG3 to MRC-3-C: increases land use intensity, encourages mixed use and implements Quality of Life Zoning Code urban design standards. Future land use change from Low Density Commercial /Medium Density Residential to Mixed Use.

Z-13 Rezone from RG3 to MR-4-A: Increases land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-14 Rezone from RG3 to MR-3: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-15 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-16 Rezone from RG2 to MR-2: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Z-17 Rezone from C1 to MRC-1: maintains land use intensity and implements Quality of Life Zoning Code urban design standards.

Other

O-1 Utoy Creek Greenway: This greenway builds upon existing dedicated open space along the Utoy Creek. With future open space dedication, this greenway can connect all the up to the Cascade Springs Nature Preserve. Dedicate parcels or parts of parcels along creek as open space in the Future Land Use Plan.

O-2 Adams Park Trail: This potential trail utilizes the edge of the Holmes Memorial Golf Course to create a trail connection between Adams Park and the Adams Park Library. This trail would provide a valuable pedestrian route from the Adams Park Neighborhood to the Library and YMCA. Will require coordination with golf course to determine an acceptable